Dear [shop owner/ salon owner],

I have been a patron of your salon for the past [XX] years. It is a pleasure to visit your salon. However, as a person who constantly tries to source cruelty free products, I am unable to support many of the products and services which you currently use or have on display.

While many of the beauty products you currently use or have on display including [hair products, dyes and makeup] have a reputation of being very high-end, good quality brands; you may be less aware of the fact that those products test their products on animals. The trend in cosmetics today is to move away from animal testing and adopt alternate modes of testing, which achieve the aim of ensuring that there are no detrimental side effects while not needing to harm any animals.

This is in recognition of the cruel practice of animal testing. The most common animals used are rabbits. They are housed in isolation, in bare, wire cages without sufficient space to move. These animals are then used in the Draize Eye and Skin tests which were developed back in the 1940s. These tests are still used today by some companies, such as [those whose products you use/ name of product]. The Draize test involves applying an amount of the substance under study to an animal’s eye or skin for several hours, and then observing whether or not irritation occurs over the following week or two. Those tests cause extreme discomfort and pain to the animals involved and test animals are ultimately killed inhumanely after the test.

There are a great number of successful companies that are against animal testing, and use cruelty free products that have not been tested on animals. I urge you to take a look at [**http://www.gocrueltyfree.org**](http://www.gocrueltyfree.org/). and offer your customers peace of mind by obtaining cruelty-free products.

Yours sincerely,

[Name]

For more information, visit:

http://downtherabbitholes.org/bunny-tears-the-ingredient-of-testing/